
HOUSE RESOLUTION

URGING STRONG SUPPORT OF SERVICE IMPROVEMENTS TO THEBUS AND THE
AUTHORIZATION OF AN EXTERIOR FIXED-ROUTE BUS ADVERTISING
PLAN.

1 WHEREAS, access to affordable and reliable transportation
2 is essential to addressing poverty, unemployment, and equal
3 opportunity goals such as access to good schools, health care
4 services, and career advancement opportunities; and
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6 WHEREAS, the City and County of Honolulu's Department of
7 Transportation Services seeks to improve service to its
8 customers in the City and County of Honolulu, including
9 restoring bus service for the Route E, CountryExpress! that
10 travels from Ewa Beach to Waikiki with stops in Waipahu and
11 downtown Honolulu; and
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13 WHEREAS, on June 3, 2012, the City and County of Honolulu's
14 Department of Transportation Services instituted service changes
15 for TheBus that modified routes, reduced services, lengthened
16 wait times, and eliminated routes for thirteen different bus
17 routes, including routes serving the community of Ewa; and
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19 WHEREAS, TheBus' 2012 service changes negatively impacted
20 bus riders across the island, but especially strained customers
21 in leeward Oahu communities whose access to viable public
22 transportation was severely constrained due to these service
23 changes; and
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25 WHEREAS, customers in leeward Oahu face great hardship and
26 significantly extended commute times of up to two hours each way
27 between Ewa and downtown Honolulu; and
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29 WHEREAS, TheBus faces increased operating costs at a time
30 when the City and County of Honolulu's administration and the
31 Honolulu City Council are disinclined to raise bus fares but
32 also desire improved services; and



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2 WHEREAS, exploring alternative sources of sustainable
3 revenues is essential to improve services while avoiding an
4 increase in bus fares; and
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6 WHEREAS, privately operated buses, carriers, trucks, and
7 trailers may advertise on vehicle exteriors; and
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9 WHEREAS, state law does not prohibit exterior advertising
10 on buses, giving each county in the State the power to regulate
11 advertisements on public buses; and
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13 WHEREAS, in 2013, City and County of Honolulu Mayor Kirk
14 Caldwell proposed Bill 69 to authorize the City and County of
15 Honolulu's Department of Transportation Services to sell
16 advertising space on the exterior of fixed-route public transit
17 buses and paratransit vehicles to generate sustainable revenues
18 for the operation of TheBus and TheHandi-Van; and
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20 WHEREAS, Mayor Caldwell's exterior bus and paratransit
21 vehicle advertising proposal is narrowly tailored to limit the
22 types and sizes of advertisements and represents a fiscally
23 sound decision to improve service of TheBus and TheHandi-Van for
24 the people of the City and County of Honolulu; now, therefore,
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26 BE IT RESOLVED by the House of Representatives of the
27 Thirtieth Legislature of the State of Hawaii, Regular Session of
28 2019, that all members of the Honolulu City Council are urged to
29 strongly support service improvements to TheBus and the
30 authorization of an exterior fixed-route public transit bus
31 advertising plan for buses servicing the City and County of
32 Honolulu, as proposed in City and County of Honolulu Bill 69
33 (2013); and
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35 BE IT FURTHER RESOLVED that certified copies of this
36 Resolution be transmitted to the Mayor of the City and County of
37 Honolulu, each member of the Honolulu City Council, the Director
38 of Transportation Services of the City and County of Honolulu,
39 the Director of Budget and Fiscal Services of the City and
40 County of Honolulu, each member of the Ewa Neighborhood Board
41 No. 23, and the Chairpersons of each City and County of Honolulu
42 neighborhood board.



H.R. NO. 12

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OFFERED BY: Reuven

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